

LIBRARIES AND INVOLVED ONLINE AUDIENCES:

USER ENGAGEMENT IN A WEB 2.0 WORLD



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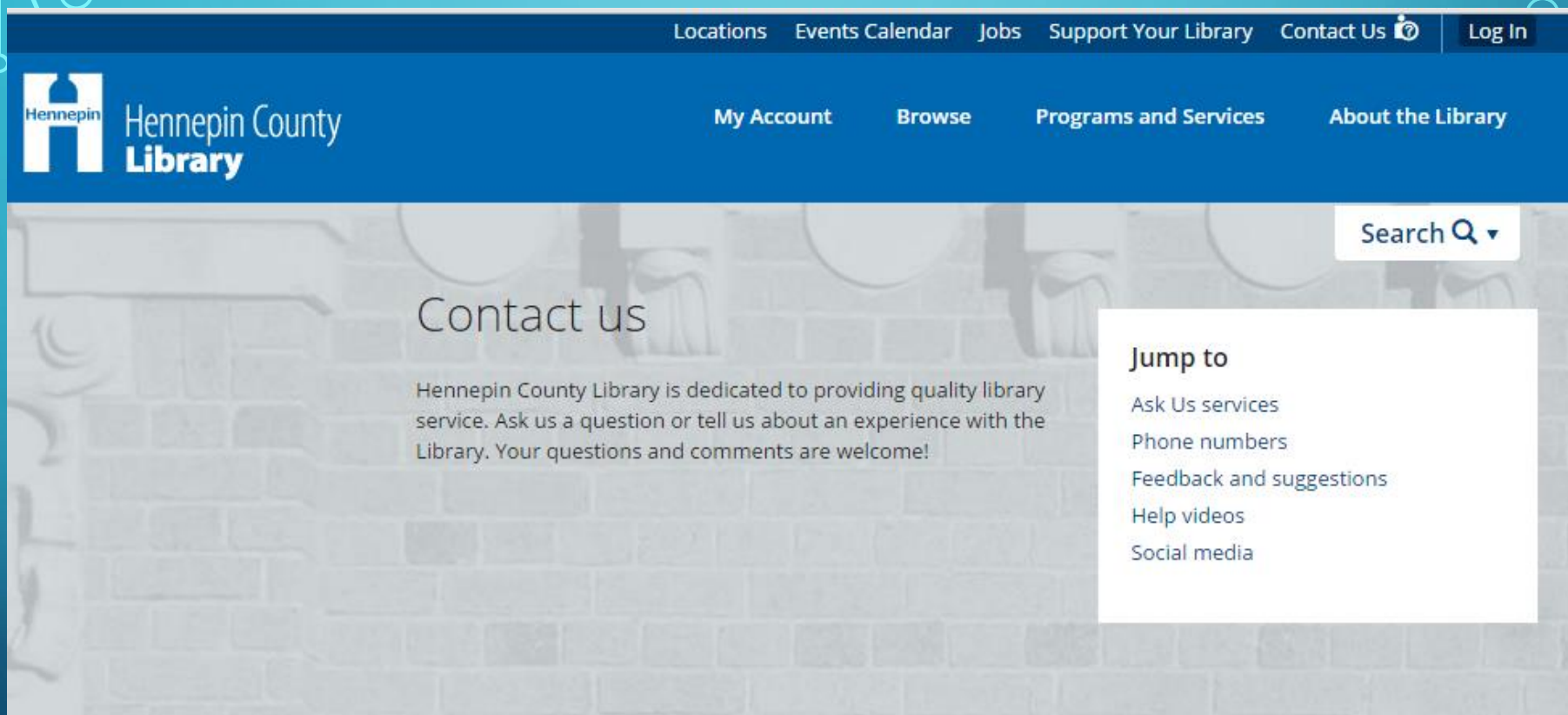
HENNEPIN COUNTY LIBRARY

WHAT IS OUR ONLINE PRESENCE?

- Website
- Online customer service
 - Chat
 - E-mail
- Online feedback forms
- Social media
- Online videos

Online Presence

CONTACT Us



Online Presence

Ask Us services

Phone

612-543-KNOW (5669)

- Monday-Thursday 9-9
- Friday-Saturday 9-5
- Sunday 12-5

Email

Submit your question

- Monday-Thursday 9-9
- Friday-Saturday 9-5
- Sunday 12-5

Text

Text 'hclib' to 612-400-7722.

Service is free, but your standard message and data rates apply.

- Monday-Thursday 9-9
- Friday-Saturday 9-5
- Sunday 12-5

In person

Visit or call your local library.

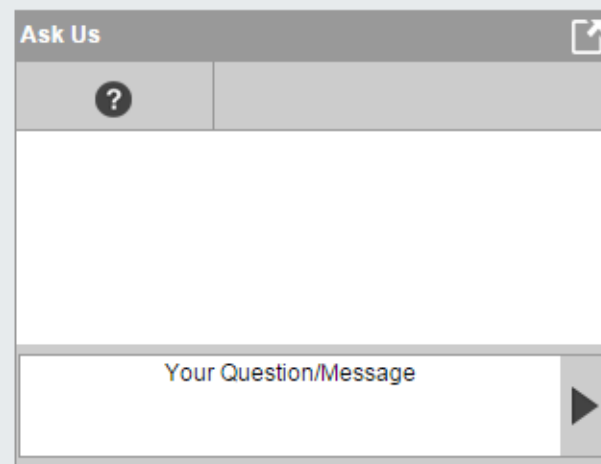
- [Locations and hours](#)

Live chat

Chat with Hennepin County Library staff.

- Monday-Thursday 9-9
- Friday-Saturday 9-5
- Sunday 12-5

● Chat available



AskMN chat

When Hennepin County Library is closed, connect to AskMN to chat with librarians from outside of Hennepin County who assist on our behalf.

AskMN statewide 24/7 reference service provided by Minitex and participating Minnesota libraries.

Tell us about your experience with the library

Hennepin County Library is dedicated to providing quality library services.
What are we doing well? How can we improve? What else should we know?

If you would prefer to call, contact the Library's administrative office at [612-543-8500](tel:612-543-8500).

Name

If your comment is about a specific library or service, please tell us which one

* Subject

* Comment

Email (if you would like a response):

* Required Fields

[Reset Form](#)

[Submit Question](#)

Online Presence

Social media



Facebook

Posts about books and reading, resources and events



Twitter

Tweets about resources, events; answers to questions



Tumblr

Blogs about Special Collections, Minneapolis history



Instagram

Photos from staff of library people, resources, spaces



YouTube

Videos about Library services and resources, how-tos



Vimeo

Videos about Library services and resources, how-tos



Flickr

Photos from staff of library people, resources, spaces



LinkedIn

Job and internship postings, and library staff profiles

FACEBOOK

Hennepin County Library added 28 new photos to the album: Pride 2015.
July 21, 2015 · 🌐

Hennepin County Library was at the Pride celebration at Loring Park on June 27-28. We signed up many new cardholders and distributed many Pride bookmarks. The Library has been a fixture at Pride for over 20 years and it is always a great opportunity to connect with the community. #HCLPride #TCPride



Like Comment Share



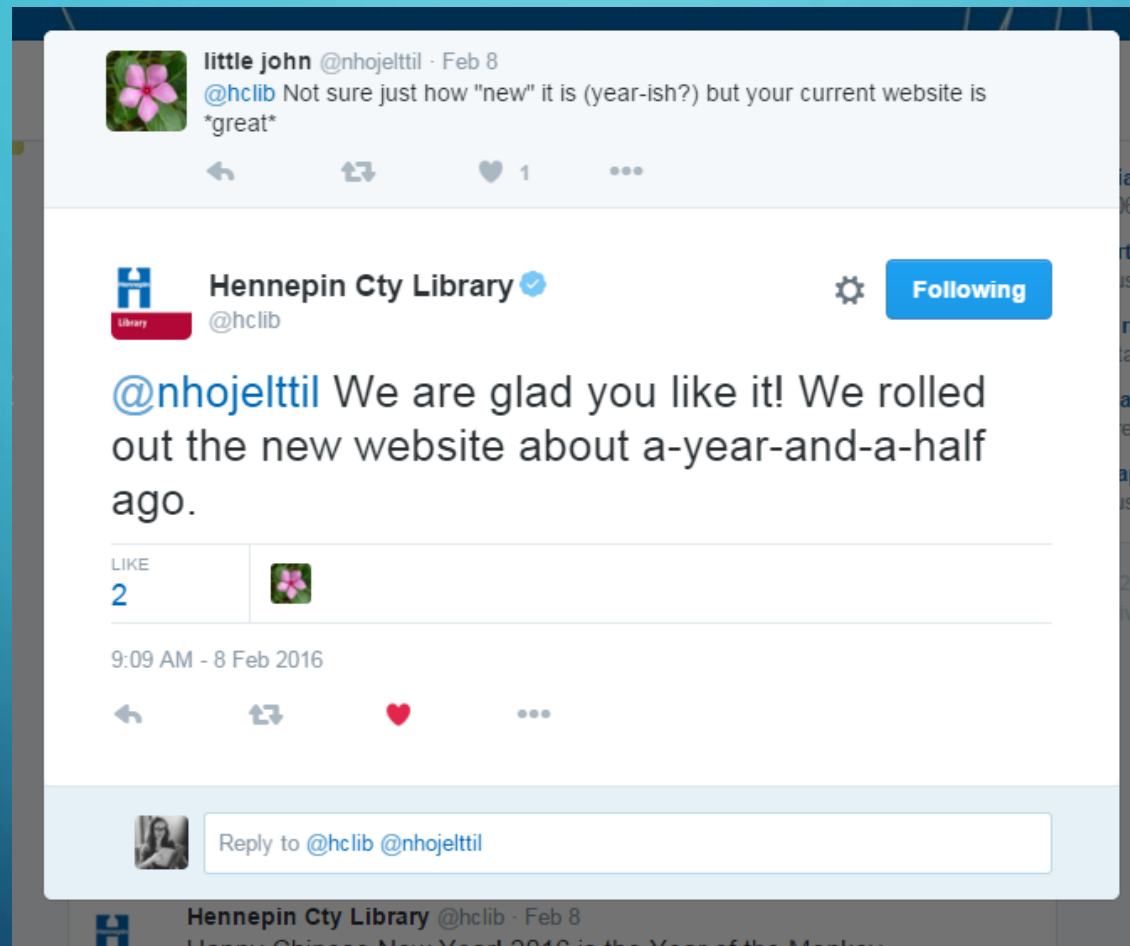
You, Erin McCarty, Karen Hartvik, Lauren Chenevert Kewley and 113 others like this. Most Recent ▾

Write a comment...

Sarah James One of my favorite Pride souvenirs is an HCL button from a few years ago. Proud indeed to have such a strong and friendly library system!
Like · Reply · 👍 1 · July 21, 2015 at 10:33pm

Alicia Williams Loved seeing you there! My first library ever was my childhood fav: Hopkins Public Library. 😊 They used to have a claw-foot bathtub lined in carpet in the kids' area that you could read in. ❤️
Like · Reply · 👍 2 · July 21, 2015 at 3:44pm

TWITTER



Online Presence

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TWITTER



Becky Rech @SheReads · 13 Jun 2015

At hclib #TheNightLibrary #nspk33 #nspk -- so worth the wait! Love that #myhcl is part of... [instagram.com/p/35ec75LquD/](https://www.instagram.com/p/35ec75LquD/)



2



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Maureen L. Hartman @mlhartman · 13 Jun 2015

Loved everything @hclib Night Library #nspk33 #nspk but outcome measurement tool was my secret fav! #outcomenerd



1



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Christina Gehring @setsponiesfree · 13 Jun 2015

The @hclib #nightlibrary is almost open for business! #nspk33 #nspk



6



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Laura Hulscher @lhulscher · 13 Jun 2015

Can't wait: going to #nspk33 at @Northern_Spark night library!



Online Presence

WHO IS OUR AUDIENCE(s) ?

Diverse:

- Needs & Interests: many backgrounds, hobbies, interests
- Skills: high familiarity with computers
- Technology: desktop, wireless, mobile
- Ages: children through seniors

Audience



- 41 locations spanning 611 square miles
- 1.2 million residents
- Nearly 840,000 total library cards in use.

Audience



- 5 million collection items, including books, eBooks and more, in 40-plus languages
- 1.6 million item records
- Almost 13 million public website sessions in 2015

Audience

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PASSIVE VS. INVOLVED AUDIENCES

- Passive audience models suggest how authors “imagine” audience (Litt, 2012)
- Involved audience models suggest how real people respond (“actual” audience, Litt, 2012)

Audience

PASSIVE VS. INVOLVED AUDIENCES

- Online presence relies on Web 2.0 or the “participatory web” (Gallagher, 2015)
- A strong online presence invites audience participation or an “involved” audience

Audience

AUDIENCE IS ONLINE AND IN-PERSON

- Same patrons use both online & in-person
- No online vs. in-person dichotomy
- Service expectations extend to all access points
- Same staff serve patrons online & in-person

Audience

NEW WEBSITE LAUNCHED OCTOBER 2014

The screenshot shows the old website layout. At the top is a navigation bar with categories like CATALOG, BIRTH TO SIX, KIDS, TEENS, and JOBS & CAREERS. Below this is a search bar and a 'Go' button. The main content area features a sidebar on the left with links to Library Catalog, Subject Guides, Databases A-Z, Mobile Apps, and eBooks & More. The central content area displays a banner for 'Hennepin County libraries will be closed Monday, Sept. 1, Labor Day.' Below this is a section for 'HCL on Twitter' and a 'History of Labor in the United States' article. The right sidebar includes 'Libraries and Hours', 'My Library Ridgedale', 'Ask Us' (Text, IM, Email, Phone, In person), 'HOMEWORK HELP' (Free homework resources for all ages), 'Support Your Library' (Join the Friends of HCL, Donate, Volunteer), and 'Newsroom Building Projects'. At the bottom, there's a 'Browse our book lists' section with various book covers and a footer with contact information and social media links.

The screenshot shows the new website layout. The top navigation bar includes 'Locations', 'Events Calendar', 'Jobs', 'Support Your Library', 'Contact Us', and 'Log In'. Below this is a large search bar with a dropdown menu for 'Books, movies, music', 'Magazine and newspaper articles', and 'Website'. The search bar also has a 'More search options' link. The main content area features three featured articles: 'October is Teen Read Month at our libraries', 'Wayzata Library to close temporarily for renovation', and 'Homework help is available online through HelpNow'. Each article includes a relevant image and a brief description. At the bottom, there's a 'Celebrate!' banner for the library's 10th anniversary, featuring a photo of a man and a large 'W' logo for Westminster.

New Website

NEW WEBSITE: AN “A-HA” EVENT

- Illuminated concepts of online presence and involved audience
- Many teachable moments and lessons learned

New Website

WEBSITE USABILITY CONSIDERATIONS

- What are the core tasks patrons want to accomplish?
- What are the key decision points for patrons?
- What language (labels) will work best for the most users?

New Website

WEBSITE CHANGES

- Clean, less-cluttered design
- Responsive design for mobile accessibility
- Catalog fully integrated into website
- Less audience-based navigation
- More robust search

New Website

SEARCH

Desktop

Locations Events Calendar Jobs Support Your Library Contact Us

Hennepin Hennepin County Library

My Account Browse Programs and Services About the Library

Books, Music, Movies Magazine and Newspaper Articles Website

All

More Search Options ▼

Search

Hennepin Hennepin County Library

All

Books, movies, music ▼

More search options ▼

New Website

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SEARCH:



&



LOVE:

Search box intuitive, familiar, prominent, & easy to use

FRUSTRATED:

Missed “catalog” label, not sure what search box does,
Google-like design “dumbs down” the library

New Website

“How could you do this?!!!!!! Why is the old system gone. I can't get a list of Authors, I can't get a list of subjects...WHY WHY did you do this. Do you think we are so dumb we can't use a traditional catalog? Did the computer guys trick the librarians? Did the librarians not realize what a terrible system it was? No alphabetical list of authors, or titles, or subjects - in a LIBRARY online catalog???!!!!”

received via [Comments and feedback](#) form, October 2015

New Website

TAB CONFUSION

Locations Events Calendar Jobs Support Your Library Contact Us

Hennepin Hennepin County **Library**

My Account Browse Programs and Services About the Library

Books, Music, Movies Magazine and Newspaper Articles Website

All ▼

Search

More Search Options ▼

Search Q ▲

New Website

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NO LONGER GATEWAY TO INTERNET

- Focus on library information and resources
- Streamlined content
- Few links to non-library websites
- User-centered focus on core tasks

New Website

Welcome to the Library's new website

October 03, 2014



Hennepin County Library has upgraded its website in response to new technology and changing patron needs. It is part of a broader effort by Hennepin County to make sure county websites are accessible and easy to use.

New Website

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LESSONS LEARNED

- Prepare for the following questions:
 - What will audiences ask?
 - Where, when and how will they ask?
 - How will you respond?

WHAT WILL AUDIENCES ASK?

- Why the change?
- Where did you move what I want?
- What about my access? (technology, habit)
 - Older browsers & devices
- What about me?
 - Identity crisis for both public & staff, "I used to be an expert"

WHAT WILL AUDIENCES ASK?

- Superusers may ask about surprising things:
("I had no idea people did that on our website!")
- People may assume other complaints they have are related to website
- Users may not accurately remember or understand what previous website did
- People's past experiences (baggage) with technology will influence their current experience

WHERE, WHEN AND HOW WILL THEY ASK?

- Remember System of Service:
 - Online, in-person, phone, combination
- Feedback may come before, during, and after change
- Feedback is more likely to be negative, especially if you ask for “bugs”
- Conversation should be ongoing

HOW WILL YOU RESPOND?

- Should you temporarily change/increase staffing?
- Talking points and prepared responses can be helpful
- Be prepared to track questions and coordinate responses
- Is response desired or necessary? Do you have contact info?
- Should you provide “training”?

Help videos

Watch these short videos to learn how to use your library account and search the library collection.



Account basics

Learn how to access your library account online. (2:03)

[Transcript](#)



Account sharing

Learn how to share your library account with a trusted friend or family member. (2:51)

[Transcript](#)



Basic searching

Learn how to search for library materials. (1:57)

[Transcript](#)

HOW WILL YOU RESPOND?

- All staff should be prepared to help patrons, don't just pass off to "experts"
- Be sympathetic, let patrons vent, but don't vent with them
- Offer patrons something positive, show them how they CAN do something
- Experience & process of conversation can be more important than the "answer"

BEST PRACTICES

- Troubleshoot / Converse with audience
 - Find out what device & browser patron is using
 - Find out exactly what they are trying to do and what problem they are encountering
 - Document what has already been tried

BEST PRACTICES

- Conduct usability testing
 - Observe real people interacting with website
 - Collect quotes in real time
 - Collect ratings about ease of use
 - Gather words to describe impressions of the site
 - Observe Time-on-Task (TOT)

USABILITY TESTING PARTNERSHIP, UMN

Date	# Student Teams	# Test Participants
Spring 2012	6 student teams	30 participants
Fall 2012	4 student teams	20 participants
Spring 2013	6 student teams	30 participants
Fall 2013	3 student teams	15 participants
Spring 2014	6 student teams	30 participants
Spring 2015	8 student teams	40 participants
Fall 2015	6 student teams	30 participants
Total	39 student teams	195 participants

USABILITY TESTING PARTNERSHIP, UMN



Observation of usability test session



Discussion about observations

<http://it.umn.edu/usability-lab>

BEST PRACTICES

- Analyze audience feedback such as:
 - “Ask Us” online customer service
 - Comments and feedback online form
 - Social media
 - Analytics

BEST PRACTICES

- Analyze content with online software
 - NVivo
<http://www.qsrinternational.com/product>
 - AntConc
<http://www.laurenceanthony.net/software/antconc/>
- Use tools to identify:
 - High frequency words in patron comments
 - Frequent collocations / word combinations
 - Data visualizations



A word cloud of user experience terms on a blue background with circuit-like patterns. The words are arranged in a circular pattern, with 'Straightforward' being the largest and most central. Other prominent words include 'Understandable', 'Effective', 'Informative', 'Approachable', 'Helpful', 'Accessible', 'Simple', 'Organized', 'Easy to use', 'Frustrating', 'Inconsistent', 'Modern', 'Intuitive', 'Efficient', 'Instructive', 'Useful', 'Technical', 'Trendy', 'Familiar', 'Unpredictable', 'Trustworthy', 'Fast', 'Time consuming', and 'Simplistic'.

Easy to use
Organized Understandable
Effective Useful
Simple Technical Trendy
Frustrating Informative
Straightforward Familiar Unpredictable Trustworthy
Fast
Time consuming Simplistic
Helpful Modern Intuitive
Approachable
Accessible Inconsistent
Efficient Instructive

BEST PRACTICES

- What do we do with audience feedback?
 - Goal is not to make immediate “fixes” although that is what many users and colleagues will want

BEST PRACTICES

- Analyze feedback for priority and urgency
 - How many users does the issue affect? Who does the issue affect?
 - What is the impact?
 - Is there an obvious fix?
 - What is the cost of “fixing”? What is the benefit?
 - What is the context of this issue (services, staffing, policies not related to website?)
 - How might this issue change over time?

HCL FEEDBACK PROCESS

Analyze

- Collect and store audience feedback
- Review feedback for priority and urgency; fix bugs
- Write Project Initiation Document and SharePoint entry

Design

- Assign resources and timeline
- Discuss and design new feature
- Create feature (developers)

Evaluate

- Test for Quality Assurance
- Conduct Usability Testing
- **IMPLEMENT**

Best Practices

WHAT IS GAINED?

- Gain empathy & insight = better conversations with audience and better design of future online service

“I was helping a patron print something today and after she logged on the HCL website popped up. She starts gushing about how wonderful the site is and how she uses it ALL the time. Then she tells me about how she went to visit her daughter in California and wanted to do something book related (I think she wanted to find a book similar to one she had already read). Her daughter said that she had discovered an amazing web site to share with her. And it was our HCL site! All the way out in California! Her daughter uses it as a resource often even though she doesn't live in Hennepin County or even in Minnesota. Sure sign that something's been done right!”

—e-mail from Public Service Assistant at HCL
Augsburg Park Library, June 2015



QUESTIONS?

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